PRESS RELEASE

NCPCR is developing comprehensive guidelines on Safe and Age Appropriate use of Social media by children

New Delhi, 12 November 2026: The National Commission for Protection of Child Rights (NCPCR), a statutory body under the Ministry of Women and Child Development, Government of India, held final stakeholder meeting under the chairmanship of Chairperson, NCPCR with representatives of social media platforms and online gaming platforms on **12 November 2026** as part of its ongoing initiative to formulate a comprehensive **Advisory/Guidelines on the Responsible, Safe and Age-Appropriate Use of Social Media by Children**.

The meeting focused on reviewing the existing child safety measures adopted by digital platforms and deliberating upon the recommendations contained in the Child Safety Implementation Matrix. The participating platforms shared their inputs against each proposed child safety safeguard under three heads: measures already implemented, future plans for implementation and any other comments. They also made brief presentations highlighting their existing child safety measures, awareness initiatives for children, parents and caregivers, and planned initiatives to further strengthen online safety.

The initiative assumes significance in view of the increasing use of digital platforms by children and concerns relating to exposure to harmful and age-inappropriate content, cyberbullying, online grooming, Child Sexual Exploitation and Abuse Material (CSEAM), privacy violations and other forms of online exploitation. These concerns highlight the need for stronger safeguards, greater awareness and enhanced accountability of digital platforms.

As part of this initiative, NCPCR held its **first meeting with social media platforms and technology companies on 22 May 2026** to deliberate upon existing child safety mechanisms, content moderation, reporting and grievance redressal systems, prevention of online exploitation and awareness measures. Another round of consultation was held with these tech companies on individual basis.

Subsequently, **NCPCR held a consultation with Civil Society Organisations (CSOs) on 24 July 2026** to obtain their recommendations and suggestions on strengthening online safety and protection of children. These inputs were examined and consolidated into a **Child Safety Implementation Matrix**. The matrix included the principles like Safety by design, Age assurance and age appropriate experience, Child data protection, CSEAM detection and enforcement, Anti addictive design and digital wellbeing, Reporting and time bound redressal, Empowerment of children and parent etc.

The consultative process was further extended to online gaming platforms, with a separate meeting held on **19 October 2026** to deliberate upon child safety concerns in the online gaming environment.

The inputs and responses received during these consultations, including the deliberations of the meeting held on 12 November 2026, will contribute towards further refinement and finalisation of the proposed Advisory/Guidelines. Through this initiative, NCPCR aims to develop a comprehensive and practical framework to promote responsible digital access and strengthen the accountability of digital platforms in safeguarding children.

NCPCR remains committed to protecting the rights, safety and dignity of every child and ensuring a safe, responsible and age-appropriate digital environment.